

Jan Koch: Hey friends. Thanks for joining me on this session with an old friend of mine, Jason van Orden. Jason is actually responsible for me being here in this position. We can have a little conversation about that at the end of the session, because it's not essentially relevant, but Jason, I have a long backstory dating back to 2013, even that is how long he's been in marketing and digital marketing.

Jan Koch: And today we are talking about how. Content that builds your email list. And this obviously is the holy grail. Like you want to have the content work for you 24 7, build that list, nurture relationships, and then grow the business in return. And Jason is a business strategist makes a living doing that for thought leaders.

Jan Koch: He helps them build additional income streams, building communities online. He's deep into the weeds with the top people in the field. Jason, thank you so much for taking the time to join this event.

Jason van Orden: Yeah, absolutely. It's my pleasure.

Jan Koch: It's all mine. So walk us through the overall thought process. Like where do we start?

Jan Koch: We want to create content that builds our email list. Everybody wants that the common sense of site, you start a blog, you start a podcast, maybe do something on YouTube, but what. What works these days.

Jason van Orden: And one of the most important things is to think of your content as a conversation with the ideal market that you're trying to reach.

Jason van Orden: The people that, you can do your best work with and who are going to resonate most with what it is that you have to offer. And that conversation really needs to start inside. Their mind. It makes me think of a wonderful quote from the 1930s. And I wish right now I'm forgetting his name right now, but here's what the quote says.

Jason van Orden: It says always enter the conversation already going on in the mind of the customer. And that's something that we often fail to do. We go too quickly to creating content maybe about our solution. Rather than creating content that resonates with and is relevant to that ideal audience that we want to, that we want to reach.

Jason van Orden: And then there's a disconnect, every day, the people we're trying to reach have so many different sources of input coming at them, everybody else has marketing to them and advertising and all the text messages. And we're just bombarded with this stuff. So we have a spam filter in our brain.

Jason van Orden: Is always the most of that stuff just gets filtered out. Like we don't notice the thing over here or that over there, cause our brain just doesn't register that it's relevant to us. And if that disconnect happens, they're not going to stop as they're scrolling through social media or when they are looking at search engine results or wherever you might be showing up for them.

Jason van Orden: They're not going to stop and give it enough attention. To then for you to make that case of Hey, I'm the one that you should be paying attention to right now, because I am relevant to something that's really important to you. If something is speaking to our absolutely most important needs and desires in that moment, that's when it'll make it through the spam filter, grab our attention, pull us in, or pull them in towards you.

Jason van Orden: Rather let's turn that back around, pull them in towards you and. It's entering that conversation. That's already going on in their mind, meeting them where they're at using the language that they would use to talk about. What are the pains and problems are running into right now? What are the challenges?

Jason van Orden: What are their goals that are unfulfilled? Why aren't they able to reach those goals? Right now, the more we can have that empathy, that deep empathy and understanding of what those things are going on in their mind and the language that they use to think and talk about these things. That's going to get a lot easier than for us to create content.

Jason van Orden: That's going to cut through that noise, cut through that spam filter in their mind, grab their attention. And that's all where it that's where it's. The getting their attention. And we're gonna talk a lot about that today because we are in an attention economy. And the reason why we're in an attention economy is because our attention is the most valuable resource out there online right now.

Jason van Orden: That's why, Facebook and all these other social media, they want to keep our attention, everybody's trying to grab and keep our attention because when they have our attention. Then they're able to have that dialogue with us and get us towards buying something. And that's what you're trying to do is get the attention of the people that you're trying to reach.

Jason van Orden: So then you can take them through that conversation. And part of that conversation will take place once they're already on your. Email this right. But we got to talk about how, what exactly does that mean to enter that conversation, to find out what it is that you need to be creating content about right now, so that you can get them on the email list and finish this conversation with them and take them ultimately to doing business with you at the same time.

Jason van Orden: So attention economy and the most important thing is grabbing their attention. And we do that by entering a conversation that's already going on in the mind of our customer and creating content that speaks to that conversation. That's.

Jan Koch: What scares me the most about this is that our attention spans get so short for AGS.

Jan Koch: So little time, I've just, I recently, before the, maybe two weeks before recording the session, I started posting on Tik TOK and these 15 second videos, just a bite-size lesson or thought that I had, they performed better than two minute videos that I post on Tik TOK. And it's insane to me that people cannot watch a video for two minutes.

Jan Koch: I, I can't be that bad at storytelling and also videos, but it's so boring. And what we're just saying essentially is the opposite of what I would say. 90% of content marketers are doing is they're jumping at content creating, without recognizing. The life that people have going on, they're creating the content for, and how the content fits into what is already going on with

Jason van Orden: those.

Jason van Orden: Yeah, absolutely. And when you can zoom out and see more, what the nature of that experience is that you're trying to create for your ideal customer and where your email list and the building of your email list fall into all of that. You're going to be a lot more successful, not only at building your list, but then also leveraging it then to bring customers in as well.

Jason van Orden: And so today I have a framework that I want to share. That's going to spell that. Here are the things that we need to be we need to understand and find out about our intended audience so we can be as relevant as possible in the content that we are creating for them. So as we go in and take a look here what you're looking at is something called the customer awareness spectrum.

Jason van Orden: And this is used frequently in marketing as a framework. It's one that I find that's very effective for creating marketing messaging. I use this for creating nurture sequences, sales, launch sequences, creative. If we're creating content to build my email. I'm always referring back to this and my goal is in sharing this to you, it's going to make you help you be able to see where there might be holes in your messaging and how you can better create content.

Jason van Orden: That's going to build your email list. Now this is my version of the customer awareness spectrum. I've made a couple tweaks. It's possible. If you've seen this before that this looks just a little bit different. It's very similar, but there are a couple of things. These last couple of stages that are my own addition.

Jason van Orden: Because that's how I have found that it works. And it's really important to distinguish those stages as well. But here's what we're going to do is we're going to start at the bottom of this down here. And in fact, I'm going to make this a little easier on us. I think I have a. Average and here where you don't have to see all the texts at once.

Jason van Orden: It'll make it a little easier for us to go through. So we're going to start at the bottom down here. And this pyramid going from bottom to top represents the this conversation that's going on in their mind as they go through. First point of you're grabbing their attention all the way up to that point where they say yes to doing business with you.

Jason van Orden: And so with your email list, being part of that journey, it's important for us to understand the structure of this pyramid here. And it all starts down at the bottom. And this is where especially when it comes to email list building it's, with things like your lead magnets, your lead generator content the content that's meant to be at that front end.

Jason van Orden: Of your customer experience or some people say, at the top of your funnel it's, when you go do speaking gigs because you're trying to get in front of, and getting the attention of new people when you're doing a podcast interview, because you're trying to reach new people when you're creating a Facebook ad, because you're trying, so we need those things that happen at the front end of that customer experience.

Jason van Orden: And ultimately, you're trying to, one of those early calls to action is get on my email list. All of that stuff that's happening. We need to look at in the context of this customer awareness spectrum and particularly this first

stage, which is the pain aware stage. So here's what I'd like to I'm going to go ahead and use an example of somebody going through this process right here.

Jason van Orden: I'm going to go ahead and let's use an example of here's something that I think a lot of people can relate to. I'm gonna use the example of when you go to, okay. Let's say there's like a nutrition coach that we're creating content for. That's, this'll be a good example.

Jason van Orden: So a nutrition coach we're creating content for, we want to help this nutrition coach to get, to build her email list. And so I'm gonna use the, that That, that niche or that I did illustrate each of these stages right here. So if I'm a person who's sitting down to find a cause, cause I'm thinking, Hey, I've got some things I want to adjust in my nutrition.

Jason van Orden: In fact, at first I might not even be thinking that it's nutrition based. In fact, the, at the pain aware points I might just be. Experiencing physical symptoms that I have no idea how to do with my my nutrition. And so if this, let's say this nutrition coach specializes in helping people with like auto-immune diseases that are caused by allergies and inflammation.

Jason van Orden: Cause they're eating things that they don't realize they're body. Doesn't it, as allergic to it doesn't is responding with inflammation and now it's leading to auto-immune problems, right? Autoimmune diseases where your body attacks, it's your body's immune system attacks your own body.

Jason van Orden: So let's say that one morning I wake up with some kind of rash that I see on my skin. I'm like, oh, that's interesting. I wonder what that's about, just wondering about it for the first couple of days. And finally, I start going and doing a little bit of searching online as we tend to do to figure out what is this?

Jason van Orden: We all are doctors

Jan Koch: these days. Yeah,

Jason van Orden: totally. So I'm trying to decide, okay what is this thing? So I can hopefully take care of it. And so at this point I'm paying aware, I'm aware of a symptom. I have this rash it's itchy. It doesn't look at it. And I'm worried that it's an indication of something else that's going on.

Jason van Orden: And I'm just not sure what it is now at that point. If I go searching online, I'd probably end up at one of these medical sites that gives you

a bunch of different symptoms. And I'm trying to decide which one, and it probably is indicative of all these different things. And I'm really not sure right now which one is me.

Jason van Orden: So I'm thinking, okay, maybe I'll go to the doctor or something down the there, but let's say in the interim of waiting to go to the doctor, I come across a whether it's let's just say it could be a podcast episode interviewing this nutritionist and the title of that podcast episode speaks to something about, little known causes of rashes that, don't go away.

Jason van Orden: So I dunno, I can't copyright the title right off of my brain right now, but let's just say the title speaks to that in some way. So I'm like, okay, great. I'm going to listen to this because this is a pain that I. Experiencing right now. So it gets through that spam filter my brain because it's speaking to a very top of mind thing right now for me in this in this hypothetical situation.

Jason van Orden: And so I go, you know what, I'm going to give this a little bit of my intention. And so I download the podcast episode to start listening to the the nutritionist and what they have to say. So at this point, it's appealed to me at the pain aware level. So now the next thing is. Your intended customer me in this hypothetical situation is going to come to the problem, aware stage, meaning I'm trying to figure out well, what's the problem that's causing that pain down here.

Jason van Orden: I was actively looking, for help to alleviate the rash and trying to figure out, and it's going to be the same thing for you. We are your people at first, they're going to be looking for help to alleviate some pain. Or go towards some unfulfilled goal or desire that they want and they want, any kind of information that might be able to help them with that.

Jason van Orden: Now we bring them to the problem aware state. So at this stage, the nutritionist is starting to say, Hey, a lot of times when we have these rashes, we think, Hey, it might just be something in our environment or our clothes are causing, or the detergent we're using, or the sober using is causing this rash.

Jason van Orden: But what a lot of people. Understand is that auto-immune diseases can lead to rashes too. And there's an increased number, so it basically starts explaining to me, here's the actual problem that's leading to your pain. And if you think about your. People that you want to reach. It's probably going to be similar where they've got a certain pain they're looking for help and they've probably misdiagnosed the problem, right?

Jason van Orden: So if they're a business, that's not getting enough foot traffic into their business and they might think, Hey, maybe it's because right now we're not getting enough foot traffic in because of a problem. A and then a business consultant. Business consultant. You go in there and say, actually looking at, all the different factors.

Jason van Orden: I think it's this, situation or problem B over here is that's causing the, your foot traffic to go down. So helping your audience to diagnose. What it is that's causing the issue that they're dealing with. And this is why things like assessments and quizzes can do so great for getting people onto an email list is because you're helping them better understand the problem that they're either completely unaware what the real problem is, or they've misdiagnosed the problem.

Jason van Orden: And you got to help them see it the way that you understand. And it's also

Jan Koch: building a strong relationship at that point because you show them how much you understand them, and that sometimes even understand their situation better than they do themselves, as you've said. So you're winning their trust.

Jan Koch: Even at that stage already.

Jason van Orden: Totally. And I think we've all had those an experience where we're reading a book and, or even maybe just a really good blog post or something. And everything feels oh my gosh, they're inside my head. They're explaining exactly what I'm experiencing and now it makes us like ready to go.

Jason van Orden: Okay, whatever you're about to say, next, I'm going to trust because you clearly already understand what I'm going through right now. And yeah. That's what you need to put into your lead magnets, into your podcast, interview topic pitches into your speaking pitch so that when somebody is looking through the podcast or like apple podcasts or Spotify, or when somebody is looking through social media or they go to a conference and they just, they're looking through the directory to sign, which speeches to go and presentations to attend that you're going to cut through that noise immediately appealed.

Jason van Orden: To their pain awareness and that's, what's going to get them into the seat in the room where that's, what's going to get them to listen to the podcast. And so then you can start taking them on the rest of this customer

journey. So where does it go after problem awareness? After problem awareness, we go to solutions.

Jason van Orden: Aware. So after the nutritionist starts explaining, it's actually could possibly be auto-immune disease. And if so, maybe this on the interview, the nutritionist says, let me ask five questions. And if the answer to these five questions is yes, there's a good chance that it's an auto-immune problem.

Jason van Orden: So she ain't asked the five questions I'm going. Yes. Okay. Clearly I think this is the problem you've got me. So now I'm understanding the problem better. And now the next thing that she would want us to do, the next thing I'd be wondering is okay, great. Now that I understand the problem, what do I do about this problem?

Jason van Orden: So I can make the pain go away. So this would be a good time to then start talking about your solution. This is where a lot of people go wrong. They start talking about their solution too soon. And if I had been. Flipping through the podcast directory and the title of the podcast interviewed didn't speak to the pain that I just said, something about auto-immune something or other at that point, I would've just looked right past it.

Jason van Orden: Cause I didn't know anything about autoimmune that wasn't even on my radar yet as a possible cause of the symptom or the pain as the actual problem that I was dealing with. So the language had to speak to that. This is where it's entering the conference. That's already going on in their mind.

Jason van Orden: The conversation at that point in my mind was I got this rash. I don't know what's causing it. I'm looking around, I'm trying to figure it out. And auto-immune, wasn't even on my on my radar. So by appealing to that pain and then explaining that auto-immune was the cause. Then the next step is to say, and now that you understand that this is, might be the thing that you're dealing with, how do we take care of that?

Jason van Orden: It turns out that a lot of cases change in your diet. Now I should take a moment here to say I am by no means a health professionals. So I might be completely messing things up here, but so this is not at all in medical advice. And if you're out there and you are a nutritionist and going oh my gosh, Jason has no idea what he's talking about.

Jason van Orden: Let's just pretend that I do when it comes to nutrition and autoimmune right now.

Jan Koch: Otherwise we have a live chat next to the session. So feel free.

Jason van Orden: Totally. Okay. So then at that point you can start saying here's the solution changes in diet dah, starting to answer questions I might have about that.

Jason van Orden: Removing the barriers that might keep me from moving forward and saying, yes, this is what I need to do. Now you can start talking about your solution and that often will happen. Probably that's going to probably happen in can hat start happening inside your lead magnet. So if we think of this from the perspective of a leader, I said this podcast interview, but all the same, it makes you could have made, a guide that was something like five commonly overlooked causes of skin rashes.

Jason van Orden: And that might've gotten my attention. And if in there, one of those five was auto-immune disease and I'm going, wow, that's me. The title is what was speaking to my pain. And so it got me to go great. Here's my email. I'm going to go ahead and check this out. Often overlooked causes of skin rashes.

Jason van Orden: And then once you get into the lead man, And once now that are on your list, the lead magnet itself and the sequence that comes after that can be about talking about the problem, talking about the solution some more and helping them then realize that bringing us to the next one here, you aware, which is you are the one.

Jason van Orden: That is best to help them with the solution. So if I was like, great, I need to change my diet, but I don't know how I don't. I need some support. I don't think I can do it by myself. And this nutritionist starts talking about I take clients and I have a process that I take them through to to put your autoimmune condition into remission.

Jason van Orden: And, if you've done a good job at gaining their attention early on, Empathizing with the pain and bringing them up to this point at that point, the probably going, yeah, I think I want to work with you. I'm not going to go. I'm not going to be out there searching like, Hey, thanks for letting me know.

Jason van Orden: I'm going to go search for another nutritionist. I'm going to trust the one that just helped me. And then in the end, it's about, I'm not going to go into these stages as much because we're trying to stick to the email building

side, but eventually then you help them understand why you're the one to help them with the solution.

Jason van Orden: And why now is the time. Not sometime later because there's a cost. If they wait to do the solution. So what is that cost like? The nutritionist might say, Hey, if these things get left to go left without treating them, you can have other symptoms that show up and it can get more, other problems that, and so it's something you really want to take care of right now.

Jason van Orden: That's now awareness. So those are the five stages of awareness that your content needs to take them through to prepare them for the sale. And what I want you to realize here then is that when it comes to building your email list this pain aware and problem where stage these are really. Important because a lot of the people that you want to reach again, they might not understand or know about your solution or can connect that solution to your to your particular your solution to their particular problem or pain that they're experiencing.

Jason van Orden: The other thing I want to say about this is that. Let's say that people are aware of your solution. This would be something like way back in the day when paleo was first a thing, I don't know, 15 plus years ago, not many people knew about it. So if somebody said I'm a paleo coach, most people be like, I don't know what a paleo coach is that you needed to speak to the pain and then tell them about what paleo is.

Jason van Orden: A lot of people know about paleo. In fact, somebody, so somebody who could be like, Hey, I already know that I want to do paleo to help me with such and such. But in that case, what is it? That's what is it that maybe I, so let's use this example of like paleo, I've probably tried paleo in the past and I've maybe, it didn't work out for me.

Jason van Orden: So now I'm looking for some new way to approach it. So you need to hear what the pain is that you want to speak to is why haven't they moved forward? If they know the solution that they want. What's holding them back. What's the gap between where they're at and where they're going either.

Jason van Orden: There's some risks that they're afraid of some costs they're afraid of. It's, they just keep kicking the can down the road. They failed before. And so they're afraid to try it again. Whatever the case may be, but that becomes the pain now. The pain is why haven't they moved forward and so speak to that.

Jason van Orden: So it might be, Hey, if I decide I don't know, paleo always just costs so much money because I had to buy all this like expensive organic stuff and these fancy meats and whatever. And so if this front end, if the, if I know that is a big reason, if I'm a paleo coach and I know that's a big reason, people aren't signing up or have trouble signing up and moving forward to get help with paleo, then I could come and write.

Jason van Orden: My lead magnet, my peanut awareness would be like, Hey, how to how to do the paleo or a paleo lifestyle without breaking the bank or something like that. So speaking to that concern or that pain that is holding them back. So whether whether they're aware of your solution or not, you still want to make sure you're meeting them where they're at.

Jason van Orden: And it's going to be back here at this pain and problem aware stage with your lead magnets and all the other pieces of content up front. That are meant to grab their attention and show them quickly that you are relevant to what it is that they're experiencing. But let me pause here and see if there are any thoughts or questions that you'd like to share.

Jan Koch: So many. I don't know where to start, but the first thing is I just want everybody who's watching this presentation right now to take a screenshot and print this, maybe because Jason just outlined the entire framework for every piece of content that you have to create in the. Just applicable to, no matter what format you have, it's just, I'm talking through these five phases, taking your audience through these five phases will lead to results as we've just learned.

Jan Koch: And then when it comes to email marketing specifically, I think that. What I like most about this process is it is tool agnostic. It is format agnostic. It is strategy agnostic. I should rather say tech Ticketmaster because it is a strategy, but then. You just have to take that step back and maybe slow down a little bit and really think through the messaging.

Jan Koch: And I think too many people just rush through creating the next lead magnet, building that next funnel, building that next ad campaign. Whereas, if you just have conversations with the people you are serving, even if you're starting from zero, jump into forums, join Facebook groups or LinkedIn groups, go on Twitter, see what problems people are talking about.

Jan Koch: And that immediately gives you their language that you can then use in the materials and that you can expand on it as a lead magnet. Yeah,

Jason van Orden: absolutely. And then if, once they, that's yeah, that's all great. It's, there's so many ways to, to figure out what is going on in the mind. And the best way that I have found is it's kinda like you're saying, go and see what people are sharing about their own experiences.

Jason van Orden: Or, find people who fit the audience that you want to attract to your list and set up conversations with them and just ask them questions. Tell me about the last time you tried to ex what were some of the issues you ran into? Why was it important to you? What would it mean to you if you were able to achieve that thing?

Jason van Orden: So whatever that thing is, you're just trying to learn about their experience and they, and sharing their experience. I'm going to fill in all of the blanks for you, of what, what was the early pain or the early symptom that finally got them? W we also refer to this as like the presenting pain, because it's like why is now all of a sudden and important?

Jason van Orden: Is it important for them now? Doing something start looking for a solution and the case of the rash it's because the rash showed up and after long enough it was like, I, I need to do something about this. I'm worried about it for you. It might be that your customers, like for instance, I had a client who who had who has an e-com shop and consultancy.

Jason van Orden: People do you know, you'll apparent, you'll appreciate this as a parent, making their houses less toxic for kids. So she helped a lot with like nurseries, like how do you have non-toxic products products and mattress, and then all the, all these things when you're having and. And we figured out that the presenting thing, there's a lot of different people who might be interested in having less toxic products in their home.

Jason van Orden: But one that we found in looking at her audience that she came up with is that new parents, people who just found out that they're pregnant and we're about to have a kid. They were very motivated now to go and figure out how do I make my house less toxic? I'm about to bring this newborn into my into my home.

Jason van Orden: It's having those conversations where you can uncover, it's oh that's the thing that has them now. She made a lead magnet specifically about non-toxic nursery to attract people to our list and to our e-com store. So that's just another example in looking at this and how having those conversations with your audience is going to help uncover what it is that you need to be talking

about down in these earlier stages, which is where all that list building is really going to be happening.

Jason van Orden: Now, if you really nail this other stuff, that's, what's going to keep them on your list. Part of building your list is keeping them there. And when you really understand. And can speak the language of their pain, their problem that's causing the pain and, explain your solution in a way that they feel like, wow, okay, this is a way this is a solution I hadn't heard of, or it's a different way of looking at this solution.

Jason van Orden: Like going back to the paleo example, if they failed at paleo before you got, have a good reason why your solution. Is going to be different, why they're going to succeed this time with your health. And so the better you feel, all those things in the better, you're going to keep people on your list with the content that you released with them to, to them in a sequence after they sign up for.

Jan Koch: Yeah, 100%. And I would love for you to walk us through how we apply all of this. When building a funnel, let's say we're working on a landing page on the squeeze page, where we drive traffic to be a paid ads, maybe. And then people come to the website. How do we structure a headline sub-headline call to action.

Jan Koch: And so on following this frame,

Jason van Orden: Yeah so all of the language that I would use, the most important thing on the landing page is the headline. Obviously sometimes the title of our of our lead generator or lead magnet is the headline. And so you would want to have that headline or the title of your lead magnet.

Jason van Orden: Bam, in the language that you hear them use, speak to what this pain is now you might say, okay what if for instance, I nutritionist. People who have an auto-immune disease causing a rash might only be one path that she brings people into her to work with her as a nutritionist coach.

Jason van Orden: There are other things that cause autism that are pains and symptoms of autoimmune disease. So if you are in a position like that, where you're like they're like, I'm finding, they're like these three different pains that come up a lot. They all lead to my same solution. So what do I do there?

Jason van Orden: You create a late lead magnet and a landing page for each one of them. And each one of them has a title or a headline that speaks

immediately to that pain. And if you're speaking to. Also to the pain of why they haven't moved forward with this thing, even at something, if it's something that they've wanted for a while and they are aware of your solution will in those bullets and stuff, you got to be speaking to okay what is it that they're afraid might happen?

Jason van Orden: So you can say, Hey, without having to this or without having to do that, I've got a way. So let me just give an example here. Okay. Like I, so I have a lot of people to create their online courses. I help experts and thought leaders create new income streams. Often that's an online course. And a lot of people, I know a lot of experts who think an online course that would be great to add to my business. It's a new income stream. It's not dependent on my time and my energy, but a lot of them haven't moved forward because they have this big assumption that it's going to take a lot of time and money to produce the course.

Jason van Orden: And it actually doesn't need to be right. In my in fact, I just made a case study recently as a lead generator, because I knew that was this pain down here. Like the are they're aware of online course is a great solution for furthering the growth of their business. Oops. I think I drove back. Oh, this is another, we can quickly go through this slide two here in a second, but let me finish what I was saying.

Jason van Orden: I made a lead generator that speaks to that objection, so that when, if, when I came out saying, look, I've got, I can show you how to launch an online course in three weeks without tech headaches, without a course platform, without a fancy sales funnel, without, these things that they thought were without tons of time and money on production.

Jason van Orden: That's going to grab their attention. They're going, oh, wait a second. Now I'm suddenly intrigued about this thing that was in the back of my head and online course. So that's how you apply that to the landing page and the lead magnet does. That's how to be thinking about it and translating that to those mechanisms, which are used to build the.

Jan Koch: Awesome. Very fantastic breakdown. I think that makes it a lot more accessible for people watching this because w when sometimes when I look at these types of diagrams, I understand the concepts, but then as soon as I see the page builder and click funnels or WordPress or whatever, I go blank on what I just understood that what I just learned and I don't know how to put it into action, but now with this breakdown, I think it's really just a matter of

walking people through a decision making process in that what you give them is relevant to their pain point.

Jan Koch: And you do that by showing them, first of all, That you understand where they are at in that current moment, and then that you understand the potential solution and the potential problem to the challenge that they're facing.

Jason van Orden: Absolutely. Here's another slide that can take a screenshot of, it's just another version of the same diagram this time each stage is talking about here.

Jason van Orden: The first slide or the first diagram was. What's going on in their mind at each stage, that's moving them up. This is what should you be saying or creating your content about essentially at each stage. So you can see down here pain and where you need to emphasize the pain. Describe the better future that's possible explained help them better understand the problem, dispel any myths that might be getting in their way.

Jason van Orden: And that brings them up to this stage. Then at this stage, when they're problem aware, you explain your solution to give the roadmap, to get them where they want to go. You point out some of the pitfalls today, why they want to be sure to to, to work around and not to fall into and that brings them to solution aware.

Jason van Orden: And then at that stage, you want to be offering proof. You want to build some credibility. You want to cultivate trust and likability and show why your approach is unique to other approaches out there. Okay. A lead magnet can actually, cause some people ask it's is each one of these, a different email?

Jason van Orden: Or know what order does things go in? And the truth is yes, I gave this in a linear fashion, but a lot of times you're going to be looping people back through these phases over and over. Sometimes you need to go back and talk about the problem again and talk about the solution from a different angle, but a single webinar or a single lead magnet.

Jason van Orden: Could take them through all of these phases. You could touch on each of these phases in one lead magnet as well. So it's not that, the lead magnet is only talking about pain aware, and then everything else has to happen in the emails. If it makes sense, especially, if you're showing a case study or something that you can take, you can address all five of these phases and guide them through.

Jason van Orden: And so this slide right here is just saying here are the things then to be talking about inside, to walk them through those.

Jan Koch: Yeah. Yeah. That is really helpful. I immediately get some ideas when they see this on what the VSM podcast should talk about. More especially pain aware and problem aware situations rather than I've used.

Jan Koch: Sometimes. So far everybody watching the videos on my mastery podcast is me rambling into the microphone, talking about virtual events and branding. And I've probably because I'm new to podcasting and just at the time of recording 18 episodes. And I've probably spoken too much about how to do a virtual summit and not so much about.

Jan Koch: What's the pain that solves a virtual summit in the first place. Like why do you want to run that? And I'm transitioning slowly into this because there's insight came to me after hearing feedback, but this immediately shows me, I need to talk way more about branding, about the importance of branding, the importance of having that audience.

Jan Koch: And that's why we're doing this event too, because I understand. How much I am missing the point sometimes in what I do. And we all do that. We all learn. And I just want to bring experts like yourself together to, to share the knowledge as, as broad as possible. And I've personally gotten tons of ideas. I feel like I need to rewrite my entire website right now, but I think these conversations are just like for everybody watching take this.

Jan Koch: As a spark for new ideas and just look at what you already have and rewrite it, don't go create more content. That's not the point. The point is heavy or leveraging what you already have and fitting that into this thought process that's going on with your audience and not creating the next funnel, just because Jason walked you through these five phases.

Jason van Orden: Yeah, absolutely. And. So the one other last thing I want to touch on when it comes to this and builds off of what you were just saying there I just lost my, I just lost my train of thought. Maybe bummer. Yeah. Yeah. It was a really good thought. So hopefully he comes back gone now.

Jason van Orden: It's gone now, but yeah. So yeah. I love hearing that looking at this, like it gives ideas about oh, I know what it was here was the thought. So you're talking about your podcast, and so talking about, why virtual events what are the pains and problems it can solve, visibility building your audience.

Jason van Orden: Building your authority and network. I A lot of things that virtual events can do, right? So there's an episode each of those things is an episode, then you can go through okay people who are already aware of virtual events and, maybe they thought about, or it's been on their radar their colleagues said, yeah, I did a virtual event.

Jason van Orden: Maybe you should think about it. So what are the reasons they have. And I'm sure you know what some of those are, right. It might be like, oh I'm nervous about going and finding speakers. I, reaching out makes me nervous. And I'm what if nobody wants to speak at my event.

Jason van Orden: Great. So that's a pain point. That's keeping them to move forward with the solutions. Go and do an episode about that, or have a lead magnet about here's, how to how to find, plenty of speakers for your virtual event. Even if you're a shy and have very, a very small network or whatever, something like that. And then go oh, okay, wait, now you've got my attention again. Tell me more about virtual events again, because now you've moved the pain that was keeping me from moving forward and there might be more just like that. And so each one of those could be a potential piece of content.

Jason van Orden: That's going to grab the attention of your chosen.

Jan Koch: Yeah, for sure. And what I would like to add to that is that's just a method I found using myself works really well as batch create your content because when you are in this train of thought, but when you're just in the rod and working through these five phases set aside two days, the copy record videos, whatever it takes. And then you probably can create content for at least three months of social media, marketing and podcasting. And so on within two to three days, have your team repurposed that. And then essentially you are set and that the content will be published in the right order too, so that the content can build upon each other.

Jan Koch: And that you're not just jumping from idea to idea. And Hey, I have an hour, let me write a blog post, or I have 15 minutes. Let me do a quick tick-tock video or something that just doesn't have as much structure as it needs to walk your audience through this decision. Yeah,

Jason van Orden: absolutely. One of the one little thing I want to clarify is that, we're not saying that every episode of the podcast has to be a pain, aware pain focused episode, but you definitely make sure that you, certainly when you go on someone else's podcast, you would want that to, as to be at the pain aware level, because it's meant to grab the attention, a new people, your own podcast.

Jason van Orden: Yeah, you, maybe you do what we were just talking about and you make an episode for each of those reasons why, and each of those things holding people back, but then, there are a lot of other, I'm sure your other episodes are also great and contribute to, the rest of this funnel as well.

Jason van Orden: That helps me

Jan Koch: further down the road. Yeah.

Jason van Orden: So it's not that every single episode or every single piece of content has to do that, certainly being strategic about it. And here's how I think about a customer journey is it's in three phases. You gain their attention, which is what we've been talking a lot about today.

Jason van Orden: You earn their trust and then you inspire them to buy and different types of content channels are good at different ones. So Facebook ads are great at like the gain attention podcast. Sometimes there can be okay. Gain attention to really good at the earn, earn trust phase of things. And the way that this maps to this is, gain attention.

Jason van Orden: That's mostly like paint aware problem where focus stuff, the earning trust is where you're talking, as you go problem and solution. And you aware and that's all about, earning their trust. And then of course, once you get through to the end of, then you're really just talking about, here's why my solution's best.

Jason van Orden: Here's why it's now here. I'm why I'm the one to help you. And that's moving them through the rest of the way. So the reason why. I mentioned that is the on to look you also, so this diagram right here helps you look for the holes in your messaging and how to have that messaging upfront. That's going to get them onto your list.

Jason van Orden: And then if you think with that other structure, gain attention, earn trust, and inspire them to buy. I use that when I'm thinking about which channel. Am I using to move people through and email list is also great at that earn trust. So it's like the lead magnet lands into that gain their attention.

Jason van Orden: Then your nurture sequence is, earn trust and that's the, four or five or 10 or however many emails you need for that. And then eventually you put the offer in front of them and you're trying to sell something to them. And that's so you know, and that an email is obviously great for the sales side of things too.

Jason van Orden: So I just wanted to give another. Way of zooming out, looking at your customer experience and the content, not only the content itself, but the content channels you're using to make sure that everything is tying together as effectively as possible, not only in the building of your list, but in the generation of sales, converting people to.

Jan Koch: Yeah. Fantastic point. And that sparked another question. How important is the quality of the content in terms of production quality? Say, for example, we're talking about a YouTube show, maybe that is perfect for gaining their attention and then building the trust. How important it is the YouTube set up?

Jan Koch: Can I just run with my phone to just go with it, to. Just make progress in creating the content, or is it more important to have this fancy camera set up with the DSLR and a guard or cam stick and what your, what you have going on over there?

Jason van Orden: Yeah, so here's what I would say about that. I, we all have different Reese, amount of resources some people.

Jason van Orden: All they have is their phone and they can't afford to go buy, the nice camera or whatever, or in starting their podcast. Maybe they can't buy the \$400 mic yet, but they could get the, the \$70 Mike or something like that. I say, go for as much production as you can afford.

Jason van Orden: Cause production does. Help with, partly with that earning trust, like if you sound good and you have to there's just a subconscious thing of, if it looks good, sounds good. Was well produced. Subconscious thing of okay, I'm going to be well taken care this is going to pay off this.

Jason van Orden: Person's going to do something quality here at the same time. It's not an absolute must. What's far more important is what we've been talking about here today. So if you have the polished video. But you completely miss the boat. When it comes to entering the conversation already going on in the mind to the customer, it doesn't make any difference.

Jason van Orden: And the person who's just running a gun and with their phone, but they are empathizing. Perfectly, with the right language, they know exactly what to be saying, that, that person's gonna grab attention over the other in the end. And then, with time you up your production value, but look like I tell my clients all the time when they launch new courses, That's not what we're not going to make it fancy the first time we want to get out there and get some

money prove that people will buy this, get some testimonials and then we'll make it nicer later, but let's just minimum viable product.

Jason van Orden: I think minimum viable product is fine and all the different aspects, whether it's your lead magnet or your YouTube channel or whatever. But keep this in mind and you can do fine even with.

Jan Koch: I love it. I love this. This is so great because too many people I speak with over complicate the process.

Jan Koch: They think I need to be comfortable on camera and I need to have this fancy home recording studio. And I need to have the show as them seven B, I need to have all this fancy equipment and they use it as an excuse for not doing the work. And just what we've spoken about in this presentation, most of the work is thinking.

Jan Koch: Most of the work is strategizing. So you could even put out a pen and paper and write the copy of the website on pen and paper, and then put it into WordPress. Doesn't matter if that's on an iMac or if it's on an old Chromebook or something like

Jason van Orden: that. Absolutely.

Jan Koch: Awesome. How do you personally go about content creation by the way, what's your workflow like this?

Jan Koch: Can you walk us through how you would create a lead magnet, maybe?

Jason van Orden: How many create a lead magnet? Sure. Often. So S so here's okay. So before I speak to lead magnet, let me zoom out just a little bit. So in general, when I'm setting up content strategy for the clients I work with here's how I look at it is to choose one primary format.

Jason van Orden: And that's the one that like you enjoy the most it's know. Play to your strengths, it's going to fit your audience. And by that, it's either going to be written or audio or video. And there's no answer there. If somebody comes and says, Hey, video is hot, you absolutely have to be doing video.

Jason van Orden: It's no, you don't have to absolutely be doing video. You should be doing whichever those ones are going to do consistent. And so at any given time, like sometimes my podcasts really becomes my primary thing. And

by that, what I mean is that's where I'm really putting out all my, my, my latest ideas and thinking them through and trying out some stuff, see how it people respond to it.

Jason van Orden: Right now, actually I've gone back to written as my primary source. And then from there that primary source gets repurposed into other formats. Right now I do actually a lot of my writing on LinkedIn and that's the first place I'll post something because I can get some immediate response to it there.

Jason van Orden: Then I'll take that. I might flesh it out a little more and it becomes a newsletter and it goes on my blog. And then I might take a piece out of that and make a pull quote that goes on Instagram or a carousel that, that sums up the the three main points of the post. But, I'm, I make sure that I'm creating.

Jason van Orden: One, at least one very good piece of content that's written. And then it goes through the rest of that flow. Now, when it comes to lead magnets, often what a lead magnet ends up resulting from. Like for instance, this I said been working on a new case study and I released it first on LinkedIn.

Jason van Orden: This. And as a two-part thing on Monday and Wednesday of this week, it's had a great response. I've gotten a lot of great questions underneath it, so that'll help me refine the content a little bit. And then after I saw the response to it I went ahead and I wrapped it up as a PDF and put a title page on it.

Jason van Orden: And it's going to become my primary lead magnet on my site now. And it that one happened very fast sometimes it's, I might be, just going to do a refresh on my lead magnets. I do a little bit of research to figure out, okay, what's on the top of mind for my, what's going on in the mind to my customer right now identify two or three things I want to create content about.

Jason van Orden: And then I go back and I think, okay. What often I, over Howard, he created something to help my clients with that. How can I just take some piece of that and adapt it or are excerpted or whatever the case may be. So I'm always thinking about how you can repurpose what I've already created. And yeah because usually I've probably already worked out how to solve that problem with a coaching client before.

Jan Koch: Yeah. I love that focus on repurposing. That is something that I recently got into I focused or I've studied. What pain June is doing is really big

marketer from, I think Singapore. And he said aside, he that's where this batch creation focus comes from money set aside three days, every quarter creates 90 videos.

Jan Koch: And then those videos go onto the blog, go onto emails, go onto a social media. And so on. And I've just blatantly copied this process for myself and edited my own documentation and my own steps and stuff for that. And that is why I got into tick-tock because I know that these 15 seconds videos, they go into Tik TOK, they go onto Instagram, Facebook stories.

Jan Koch: I can post them on Twitter at my VA can transcribe them. That gives them two more tweets. So it's one piece of content that takes me a minute to create. And then it's seven pieces or eight pieces of content that I get out of.

Jason van Orden: Yeah, that's awesome. I love it. Yeah. I love I love having a process of workflow like that and it, it's a little different for everyone depending on which channels you're using and what your preferred primary format is and whatever.

Jason van Orden: But I think the point that we're making here is you gotta be consistent, right? Make it, so that make it easy. So you can be consistent. Don't feel like you have to do somebody else's content process or a certain type of content format, just because I, that's what everyone's saying.

Jason van Orden: You have to do play to your own strengths, come up with your own workflow, make it as, use repurposing, make it efficient. But and then that's just something you develop a little bit over time too, is that you. You're not going to have just like the perfect content workflow overnight. I wish, but you just optimize it a bit here and there.

Jason van Orden: And next thing you just got this machine that it's you put a piece of content in the front and it comes out. The other end is a bunch of different touch points on the inner.

Jan Koch: Yeah. Yeah, that's a fantastic point. I would love to continue this conversation, but we are already at the 50 minute mark, roughly.

Jan Koch: So we've covered a lot of ground and I think it's time to wrap up here. If you had to give people one strategy to create a content strategy that builds their email list, what, how would you summarize what we've spoken?

Jason van Orden: I would sum, I would summarize the strategy as enter the conversation already going on in the mind of your customer.

Jason van Orden: Maybe that's more of a principle, but really that is the approach. And if you keep it all focused on that you're going to bypass a lot of the mistakes that people make when they're trying to get the attention of their market, and so they end up putting out content that just doesn't get engagement or they end up putting a lead magnet out there, and it's not converting to get people on your list.

Jason van Orden: So if you, essentially if I want to sum it up even more succinctly, I'd say empathy is the most powerful it's empathy. Empathy is the most powerful. Word in marketing and sales, the person who best understands their intended market. It's just going to do the best job at marketing and selling to them.

Jason van Orden: And especially if you want to use like some of these icky tactics that people use to manipulate people into joining their list or buying from them, then you take this approach and you don't have to use all of those other shenanigans. You can actually speak to what people want and need. And they're going to respond to that when they find that relevant.

Jason van Orden: Right.

Jan Koch: I love it. Fantastic way to wrap up. Thank you so much, Jason.